



# Spotlight on Redevelopment

An Online Newsletter of the Long Beach Redevelopment Agency

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## Neighbors Say Good Riddance to Rundown Motel Atlantic Boulevard Motel a Longstanding Problem in North Long Beach

North Long Beach said goodbye to one of its most problematic sites, when Police Commander Scott Robertson of the Long Beach Police Department joined members of the Redevelopment Agency Board and Val Lerch, District 9 Councilmember, in taking down the Atlantic Boulevard Motel last month.

The motel, located at 6141 Atlantic Avenue in North Long Beach, has long been an eyesore and a magnet for crime in the area.

"The motel has been an impediment to development in the area for years," said Lee Mayfield, North Long Beach Project Officer for the Redevelopment Agency. "The motel was a prime example of blight. It was unsafe, it was an incompatible use for the neighborhood and it had deteriorated badly."

The motel was made up of a number of



**Police Commander Robertson**

small bungalows that were rundown and covered with graffiti. The Redevelopment Agency is working with the North Long Beach Project Area Committee (NorthPAC) to develop plans for the site that will encourage economic development in the neighborhood.

"We have waited a long time to get rid of that motel," said Martha Thunte, chair of the NorthPAC. "It sets the stage for revitalizing the area and making the neighborhood safer and more attractive to potential businesses."

Crime has been a problem at the motel for years. The Long Beach Police Department received more than 900 calls regarding criminal activity at the site since 2001.

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### **Redevelopment Agency Board — Upcoming Meetings —**

**No Meeting September 4—LABOR DAY  
September 18 at 9:00 a.m.**

City Council Chambers Long Beach City Hall  
333 Ocean Boulevard  
Long Beach, CA

Agendas for meetings are available at:  
[http://www.longbeach.gov/cd/  
redevelopment/agency\\_agendas.asp](http://www.longbeach.gov/cd/redevelopment/agency_agendas.asp)



## City Leaders Join in Demolition of Area Motel



**Police Commander Scott Robertson and Councilmember Val Lerch Take a Swing**

### **Westside Project Area Committee Needs Feedback on Proposed Street Enhancements**

The Westside Project Area Committee will hold a meeting on Sept. 19th to ask for public feedback on a series of proposed street enhancement projects in the area.

The enhancements being considered are new medians, bus stops, welcome signs and new lighting.

The public is encouraged to share their ideas and concerns about the projects. The meeting is Tuesday, Sept. 19 at 5:00 p.m. at the WPAC office, 1724 Santa Fe Avenue, Suite 204.

Commander Robertson was one of the first to take a swing at the empty motel with a sledgehammer. He was joined by Councilmember Lerch and Redevelopment Agency Board chair Thomas Fields and board members Neil McCrabb and Bill Baker.

After the group took turns with the sledgehammer, Commander Robertson took the wheel of a bulldozer with Councilmember Lerch riding at his side and proceeded to bring down one of the bungalows.

"It's always extremely satisfying to see a project like this finally happen," said Thomas Fields. "We've worked a long time to address the problems at this site and members of the community are thrilled to see real progress along this part of the corridor. It's a sign of great things to come."



**Bulldozer Takes Down a Bungalow**

*"Spotlight on Redevelopment" is an online publication of the Redevelopment Agency and is posted each month at <http://rda.longbeach.gov>.*

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